

# Civic News Moraga

## Getting the Word Out About Road Work

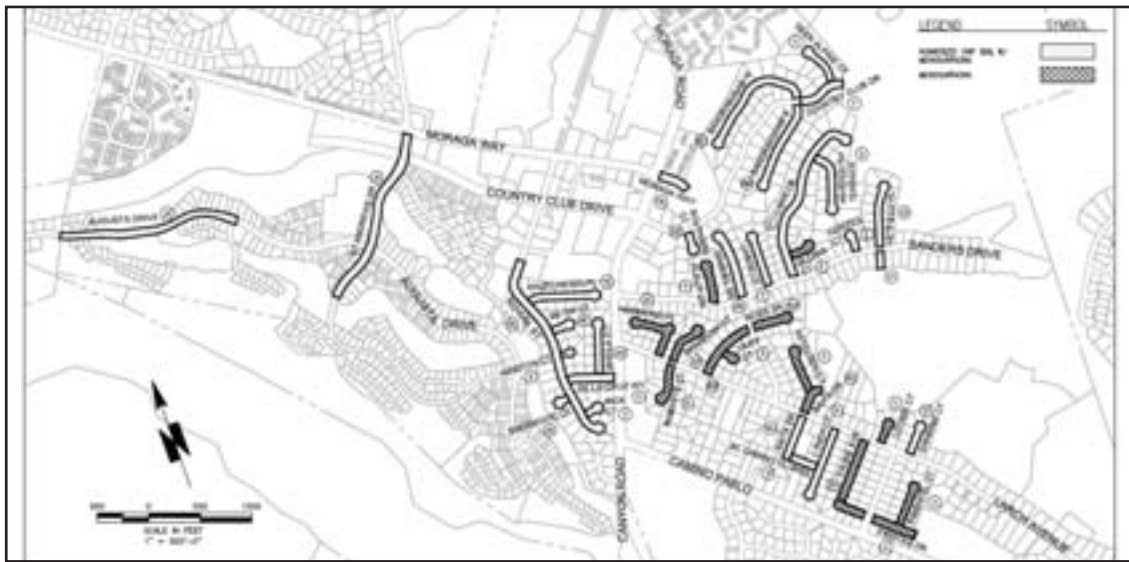
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A team of volunteers may knock on your door to tell you what's going on with your street. "Each team will be led by a subject matter expert, someone from the design team, the construction management team or staff. We will be out there to respond to any questions regarding what is happening with the streets."

The outreach effort will include a dedicated website and a Facebook page where you can see what work is in progress. "We will have a test strip demonstration for council members and the public to look at," said Kwan. "We will also put out notifications to all impacted residents."

Signs proudly proclaiming "Your

Measure K Dollars at Work" will be displayed at worksites and on contractors' equipment. "We will also have lawn signs available that say 'Shop Moraga First,'" he added, "because it is important for us to recognize that it is the money from the sales tax collected in Moraga that is going to finance this project."



Graphics provided

## Temporary Signs Flourish Along Scenic Corridor

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At the June 12 meeting of the Moraga Town Council, the owners of the new Café Hacienda Home/Made asked permission for small A-frame signs to direct the public to the café's location at the Hacienda de las Flores that is not easily found if you don't know where to look. They had to defend their request against the challenge of commercial real estate broker Dave Schnayer who claimed that the signs would give that business unequal treatment.

"The Town is creating further exceptions, favoritism and discriminating against those businesses and business people who have been operating in our Town for years," wrote Schnayer to the town manager. As he indicated in his letter, there have been numerous discussions in town regarding such signage but no rules have been approved and businesses that use A-frame signs to promote themselves receive violation notices from town staff.

Town Manager Jill Keimach said that the proposed signs were an exception to the rule, as informational signs direct people to where the business is located.

Council members considered the letter and heard the plea of Gayle Somers, one of the café's owners, who explained they had no other way to indicate where they are located.

Councilmember Roger Wykle argued that allowing the signs would create a disparity in the way businesses are treated, but after a short discussion the signs were approved on a 3 to 1 vote.

As for those gas station signs, Planning Department assistant Kelley Clancy confirmed that notices of violation requiring the removal of the signs had been sent to the gas stations and to Schnayer, who displays two signs along Moraga Road that are larger and more numerous than what the town allows. She was not sure what the next step would be if they do not comply.



This large sign at a gas station is not allowed. Photos Sophie Braccini



The café's A-frame sign received approval.



This vacant business sign along Moraga Road is non-compliant.

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